

WORKING TOGETHER TO BUILD AWARENESS

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**MISSOURI** ALLIANCE  
TO CURB **PROBLEM GAMBLING**

# 2003 Annual Report

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**MISSOURI ALLIANCE  
TO CURB PROBLEM GAMBLING**

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## **ALLIANCE MISSION**

THE MISSOURI ALLIANCE TO CURB  
PROBLEM GAMBLING'S MISSION IS TO  
HEIGHTEN PUBLIC AWARENESS OF THE  
DANGERS OF PROBLEM GAMBLING;  
DEVELOP PREVENTION AND EDUCATION  
PROGRAMS FOR GAMBLERS OF ALL AGES;  
AND DIRECT PROBLEM GAMBLERS AND  
THEIR FAMILIES TO THE 1-888-BETSOFF  
HELP LINE AND FREE TREATMENT.

## **ALLIANCE GOALS**

- TO RAISE AWARENESS OF THE  
DANGERS OF PROBLEM  
GAMBLING AND DIRECT  
COMPULSIVE GAMBLERS  
AND THEIR FAMILIES TO  
FREE TREATMENT.
- TO DEVELOP AND IMPLEMENT  
PREVENTION AND EDUCATION  
PROGRAMS FOR ALL AGES; AND
- TO ENSURE ACCESS TO AND  
AVAILABILITY OF QUALITY  
ASSISTANCE AND TREATMENT.

# What began on a cold snowy day in December 1997 is now helping to make Missouri a national leader in problem gambling programs and initiatives.

The Missouri Alliance to Curb Problem Gambling was officially created that December day, and for the past six years, this unique partnership has created a variety of successful programs that have helped thousands of Missouri residents find the help they need and educated even more Missourians about the dangers of underage gambling and problem gambling.

The Alliance's primary goal was to promote the toll-free help line number 1-888-BETSOFF and to direct problem gamblers to free treatment programs. During the past six years, the Alliance has continued to introduce new and innovative programs to further that mission and raise awareness about problem gambling issues.

Now Missouri has one of the most comprehensive problem gambling programs in the country. Missouri's programs include:

- A TOLL-FREE HELP LINE, 1-888-BETSOFF (1-888-238-7633);
- FREE PROBLEM GAMBLING TREATMENT FOR PROBLEM GAMBLERS AND FAMILY MEMBERS OF PROBLEM GAMBLERS;
- SELF-EXCLUSION PROGRAMS, INCLUDING A TOTAL BAN AT ALL OF THE STATE'S CASINOS, EXCLUSION AT INDIVIDUAL CASINO PROPERTIES AND FROM CASH-ADVANCE MACHINES;
- MISSOURI RESPONSIBLE GAMING EDUCATION MONTH, THE FIRST STATE IN THE NATION TO RECOGNIZE THIS EVENT STATEWIDE;
- COLLATERAL MATERIALS FOR THE GENERAL POPULATION, AS WELL AS INDIVIDUAL PROGRAMS FOR OLDER ADULTS AND YOUTH;
- EDUCATIONAL LECTURES FOR THE GENERAL PUBLIC;
- AN EXTENSIVE AWARENESS PROGRAM THAT INCLUDES A WEB SITE, BILLBOARDS, A QUARTERLY NEWSLETTER, SPEAKERS' BUREAU, TRAVELING EXHIBITS AND VIDEOS;
- AN IN-SCHOOL YOUTH AWARENESS ASSEMBLY PROGRAM; AND
- AN EDUCATIONAL VIDEO AND FACILITATOR'S GUIDE FOR YOUTH IN GRADES 6-9.

Through the dedication of the Alliance's membership problem gambling programs have expanded every year, and plans are underway to continue program expansion. Some of the plans for 2004 are explained elsewhere in this report.

The Alliance's membership also continues to grow. In 1999, the Missouri Council on Problem Gambling Concerns Inc. joined the four original members of the Alliance, the Missouri Department of Mental Health, the Missouri Gaming Commission, the Missouri Lottery and the Missouri Riverboat Gaming Association. In March 2002, the Port Authority of Kansas City also joined the rank of voting members. The Alliance's goal is to include every organization and individual who has an interest in increasing problem gambling awareness in Missouri. The participating membership, which includes research specialists, the Department of Elementary and Secondary Education, treatment providers and other interested individuals, also continues to increase.

The work of the Alliance's members and the variety of programs offered through the partnership are detailed in this annual report.

**MISSOURI** ALLIANCE  
TO CURB PROBLEM GAMBLING

## ALLIANCE TIME LINE

NOV. 1992	Riverboat casino referendum passed by voters. The referendum called for the creation of problem gambling treatment facilities that could be funded by riverboat taxes distributed to the city or county.	SEPT. 2001	"All Bets Off" in-school classroom program introduced for grades 6-9.
JUNE 1995	Free problem gambling help line established by the Missouri Riverboat Gaming Association.	MARCH 2002	Port Authority of Kansas City joins Alliance's voting membership.
JAN. 1, 1996	First Missouri class of counselors is certified as compulsive gambling counselors.	JUNE 2002	Hosted first lecture in American Gaming Association's Responsible Gaming Lecture Series. The event was held at the University of Missouri-Kansas City. The guest lecturer was Robert Ladouceur, professor of psychology at Universite Laval in Quebec.
APRIL 1996	Free compulsive gambling treatment becomes available to Missouri's residents.	JULY 2002	First <i>Bets Off Bulletin</i> newsletter is published.
OCT. 1996	Missouri Gaming Commission implements first statewide Disassociated Persons Program in the country.	AUG. 2002	Fourth annual Missouri Responsible Gaming Education Week; "Beat Addiction – Choose the Right Path" youth addiction video and facilitator's guide introduced. Keynote speaker: Carol O'Hare, executive director of the Nevada Council on Problem Gambling.
DEC. 1997	Alliance formed to increase awareness of problem gambling programs and issues.	SEPT. 2002	"Addiction – The Game No One Wins" in-school youth assembly begins traveling to Missouri's schools.
AUG. 1999	First annual Missouri Responsible Gaming Education Week. Keynote speaker: Keith Whyte, executive director of the National Council on Problem Gambling.	DEC. 2002	Alliance celebrates fifth anniversary.
MARCH 2000	Missouri Lottery implements Alliance Web site at <a href="http://www.888BETSOFF.com">www.888BETSOFF.com</a> .	JAN. 2003	"Beat Addiction – Choose the Right Path" video kit becomes available to all Missouri schools.
JUNE 2000	Gov. Mel Carnahan signs Senate Bill No. 902 enabling dedicated funding for problem gambling treatment, education and prevention programs. The bill also strengthened laws deterring underage individuals access to riverboat casinos.	MARCH 2003	Alliance takes part in the first national Problem Gambling Awareness Week, sponsored by the National Council on Problem Gambling and the Association of Problem Gambling Service Administrators.
AUG. 2000	Second annual Missouri Responsible Gaming Education Week; youth gambling prevention awareness campaign introduced. Keynote speakers: Carl Braunlich, associate professor at Purdue University, at the St. Louis event; and Roger Svendsen, author and senior staff member of the Minnesota Institute of Public Health, at the Kansas City event.	AUG. 2003	First Responsible Gaming Education Month. Alliance sponsors educational track at national TREND conference in St. Louis.
JAN. 2001	Missouri's riverboat casinos begin offering STEP which allows casino patrons to exclude themselves from receiving cash advances from Automatic Teller Machines within the casinos.	AUG. 13, 2003	Alliance sponsors fifth annual awareness event focusing on co-existing disorders. Keynote speaker: Joanna Franklin, director of Network Development and Training for Trimeridian Inc., in Indianapolis, Ind. Ms. Franklin also provided a three-hour training session for treatment providers following the main event.
AUG. 2001	Third annual Missouri Responsible Gaming Education Week; older adult campaign introduced. Keynote speakers: Joanna Franklin, director of Network Development and Training for Trimeridian Inc., in Indianapolis, Ind., at the Kansas City event; and Dennis McNeilly, assistant professor of psychiatry at the University of Nebraska Medical School's Department of Psychiatry in Omaha, at the St. Louis event.		Port Authority of Kansas City and the Missouri Gaming Commission award grants to conduct review of Disassociated Persons Program and provide underage prevention programs.
		AUG. 14, 2003	Alliance sponsors four-hour training event for treatment providers at Washington University in St. Louis. The event featured Joanna Franklin.

# The Alliance celebrated its sixth year with new awareness events and expanded its previous Responsible Gaming Education Week to a month.

August 2003 became the first Missouri Responsible Gaming Education Month. For five years, the Alliance has set aside some time each year to heighten the awareness of problem gambling issues through statewide proclamations, special events and guest speakers.

“Setting aside one week was fine at first, but we soon learned that it was difficult to fit everything into one week, so we expanded the time to a month,” said Keith Spare, chairman of the Alliance and president of the Missouri Council on Problem Gambling Concerns Inc. “We have activities and events year-round, but we have found that setting aside a time period to raise awareness helps everyone to refocus on our goals and creates additional media coverage on the issue.”

## 2003 HIGHLIGHTS

Joanna Franklin, a nationally renowned speaker and trainer on problem gambling issues, was the guest speaker at an event on Aug. 13 in Kansas City. Franklin also provided training for treatment providers later that day in Kansas City and in St. Louis on Aug. 14. The topic for the event and training was co-occurring disorders.

Franklin, a national resource for problem gambling research, diagnosis and treatment, said research has shown that 30 percent of individuals seeking help with substance abuse problems also have an undiagnosed gambling problem.

“Millions of dollars a year are spent nationally trying to treat depression, anxiety or couples’ issues without finding the real cause— a gambling problem,” Franklin said. “It is frustrating for counselors, as well as families seeking help, to see little improvement because the counselor is treating the wrong problem.”

“It’s extremely important for treatment providers to recognize the warning signs of problem gambling early because it may be the basis for substance abuse or a mood problem,” she continued.

Two other major events also helped to mark the month. A public forum in Kansas City was held on July 31 to help kick off the month’s activities, and the Alliance sponsored and presented an educational track at the National Council on Alcoholism and Drug Abuse TREND conference in St. Louis, Aug. 7–9.

The public forum, which was co-sponsored by the Alliance and Tri-County Mental Health in Kansas, was designed for family members and friends of problem gamblers. The program included information that could help family members and friends identify the problem of compulsive gambling and its impact on the family. It included information about family dynamics, the financial and emotional impact of problem gambling, available treatment and prevention services. Licensed certified compulsive gambling counselors were among the presenters.

The event was organized by two participating members of the Alliance, Stan Bier and Peter Gusman, along with other treatment providers from the Kansas City area. The Missouri Riverboat Gaming Association, an Alliance member, also contributed to the event.

The national TREND conference, which is designed for middle- and high school-aged students and their faculty sponsors, provides educational workshops and training to help students and their adult leaders promote an alcohol and drug-free message through a variety of activities and events throughout the school year. The August conference featured an educational workshop on problem gambling, as well as an entire educational track on underage gambling prevention.

Participating Alliance member, Lia Nower, a certified compulsive gambling counselor and a renowned research specialist on underage gambling, presented the educational track. The track was sponsored by the Missouri Department of Mental Health, an Alliance member.

Due to the positive response received from participants in the educational track, the Alliance has been asked to return to the TREND conference in August 2004.



GOV. BOB HOLDEN (center) MET WITH REPRESENTATIVES OF THE MISSOURI ALLIANCE TO DECLARE AUGUST 2003 MISSOURI RESPONSIBLE GAMING AWARENESS MONTH.

## School-addiction prevention programs in more than 500 Missouri schools are getting a boost with the 2003 introduction of “Beat Addiction – Choose the Right Path,”

an addiction prevention video and facilitator’s guide. The video and guides are free to all Missouri schools.

“With the number of schools the video is currently in, our program has the potential of reaching more than 45 percent of the secondary students enrolled in Missouri’s public schools,” said Gary Gonder, executive producer of the video and the director of communications for the Missouri Lottery. “We are very pleased with the response we have gotten from students and educators about the video kit.”

The free video and facilitator’s guide are designed to teach middle- and junior high-school students the risk factors of all addictions. The entire program, which includes a 12-minute video, can be presented within a 50-minute class session.

The video was created for Missouri’s schools by the Missouri Lottery for the Missouri Alliance to Curb Problem Gambling. The video kit was produced in partnership with the Missouri Department of Elementary & Secondary Education and the Missouri Department of Mental Health.

“Several other states and countries are using the video as part of their addiction prevention programs,” Gonder said. “It’s proven to be a valuable tool in teaching secondary-level students the risk factors of addictions and healthy alternatives.”



VIDEO AND FACILITATORS’ GUIDE

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## A study of Missouri’s voluntary exclusion list and the creation of two problem gambling awareness programs for youth are now in the works due to funding from the Port Authority of Kansas City

The three grant winners were announced during the annual meeting of the Missouri Alliance to Curb Problem Gambling on Aug. 13 in Kansas City. The funds for the grants were collected from the riverboat casinos, which made financial contributions to a Problem Gambling Fund as part of their agreements with the City of Kansas City to locate within the city. The Problem Gambling Fund is administered through the Port Authority.

“The Port Authority and its partners, the Missouri Gaming Commission, and the casinos operating in Kansas City, Isle of Capri and Ameristar, take the issue of problem gaming very seriously,” said Linda Ward, vice chair of the Port Authority and chair of its Problem Gambling Committee. “The recent grants are designed to address two areas. The first will fund research at Harvard to learn more from those who have chosen to exclude themselves from casinos. Missouri is pioneering in this field, and we intend to continue our leadership by understanding more about the outcomes for those who choose the exclusion program.”

Ward said two other grants will provide prevention education to teachers and students.

Tri-County Mental Health Services of Kansas City was announced as the recipient of a \$21,900 grant to provide public awareness services to youth in the Kansas City area. The grant will allow Tri-County to expand its existing programs to include problem gambling. The grant will allow for in-service training for school personnel, classroom presentations and an increase in the number of students who participate in Tri-County’s Teen Institute and Youth With Vision programs.

“We will be educating youth leaders, who will go back to their schools and pass on the information,” said Vicky Ward, manager of Prevention Services at Tri-County. “We have found that it’s much more effective when the teens take the lead in educating their peers on addiction.”





KIM DUDE

Vicky Ward said the program also includes school in-service programs, which involve trained adults working with students to reinforce the messages on problem gambling issues. She said the program also calls for problem gambling prevention information being shared with Kansas City area youth organizations, such as Boys and Girls Clubs and Scouting programs.

A grant of \$19,920 was also awarded to the University of Missouri-Columbia's Wellness Resource Center (WRC). With this grant, WRC is planning to provide training and coordinate a statewide problem gambling program for college students. WRC will assist with the evaluation of problem gambling on campuses and provide resources for schools to use to educate students about problem gambling.

Kim Dude, director of WRC and the project director of Missouri Partners In Prevention, said that a partnership between all 12 of the state colleges and universities already exists through the Partners in Prevention program. She said she plans to use this partnership to broaden the problem gambling program.

"Before I wrote the grant, I did a needs assessment with (other colleges and universities), and they all felt like it was a problem, but they didn't know to what extent," Dude said.

Dude said the WRC program will include three basic elements: determining the extent of problem gambling among college students through a health survey in February; completing a workshop and/or provide training at an annual spring conference to train personnel on how to address the issue; and creating a flier or brochure for college students on problem gambling.

A two-year research grant worth \$297,000 awarded to the Division of Addictions at Harvard Medical School will be used to evaluate the state's Voluntary Exclusion Program. This grant will help to determine the effectiveness of the exclusion program, as well as provide needed demographics of the program's participants.

Melissa Stephens, problem gambling program administrator for the Gaming Commission, said shortly after the Missouri Legislature approved an expenditure of \$25,000 for research renewable annually, the Gaming Commission found out about the grants being offered through the Port Authority.

"We decided to combine our efforts to maximize the value of the research," Stephens said. "This research will follow up with individuals on the disassociated persons list to evaluate the effectiveness of the self-exclusion program and treatment services in Missouri."

Stephens said the research should be a valuable source of information for all problem gambling programs.

"Most of the research done on problem gamblers includes a very limited sample pool," she said. "Our database is a list of 6,000 individuals, much larger than most previous studies on problem gamblers."

Updates on the new programs and research will be included in upcoming issues of the *Bets Off Bulletin*.

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**New public service announcements (PSAs) were launched in 2003 to continue to build awareness of the problem gambling help line, 1-888-BETSOFF.** The new PSAs feature celebrities who provide information about problem gambling and where to find help.

Country music stars Wynonna Judd and Crystal Gayle were the first two celebrities to assist the Alliance in creating the new PSAs. Judd lent her voice to a radio PSA, and Gayle appears in a PSA for television. The PSAs were distributed to media sources throughout the state and continue to receive airtime.

"These two PSAs are the first of many that we're planning to create to help build awareness about the risk factors of problem gambling and other addictions," said Gary Gonder, a spokesman for the Alliance and director of communications for the Missouri Lottery which produced the PSAs. "We are in contact with various sources to help find celebrities,



athletes and other well-known figures willing to help us build awareness of the help line.”

Gonder said the Alliance’s goal is to create multiple PSAs that speak to different audiences in various social and economic backgrounds.

“Problem gambling can impact all different age groups from all social and economic backgrounds, so we need to ensure that our PSAs can speak to a wide variety of audiences,” Gonder said.

Gonder said the older PSAs had a heavy emphasis on the help line. The new PSAs still emphasize the help line, but they also will help to educate listeners and TV viewers on some of the risk factors and warning signs of problem gambling.

Executive director of the Missouri Riverboat Gaming Assn., Mike Ryan, said Missouri’s riverboat casinos are involved with helping to find celebrities interested in participating in the PSA program. The Ameristar Casino-Kansas City assisted with contacting Judd, and Casino Aztar in Caruthersville helped to make contact with Gayle.

“Many of our casinos have celebrity entertainment, so they can draw from that talent,” Ryan said. “They all believe in the PSA program and are helping to find celebrities willing to participate.”

Gonder said the celebrities provided their time free of charge, and the PSAs were produced in-house.



CRYSTAL GAYLE

**A traveling exhibit and the speakers’ bureau continued to play a major role** in building problem gambling awareness throughout Missouri during 2003. The educational exhibit was displayed at 17 statewide conferences and meetings potentially reaching more than 83,925 people.

In addition to the traveling exhibit, more than 16 speaking events also were presented and/or sponsored by Alliance members reaching more than 700 people.

For several years, including 2003, the Alliance has set up educational exhibits at statewide conferences such as: the Missouri School Board Association meeting, the Missouri School Counselors Association meeting, the Spring Training Institute for the Missouri Division of Alcohol and Drug Abuse and the Missouri Prosecutors’ Association’s spring and fall meetings. New locations for the educational exhibits in 2003 included the Missouri Black Expo in St. Louis and the Missouri Middle School Association conference.

Members of the Alliance also were kept busy in 2003 with a variety of speaking events, including the Discovery 2003 conference in Toronto, Ontario, and the National Center for Responsible Gaming Conference on Gambling and Addiction in Las Vegas. Other speaking events sponsored and/or presented by Alliance members included: school counselors, the Missouri School Counselors Association conference and the Missouri Association of Charitable Gaming.



MACCG TRAVELING EXHIBIT

**Life Crisis Services has been the operating agency of Missouri’s problem gambling help line since its inception in 1995.**

“Gambling help line, this is Connie. How may I help you?”

“I... I’m calling because I might, no, I think, I probably have a gambling problem.”

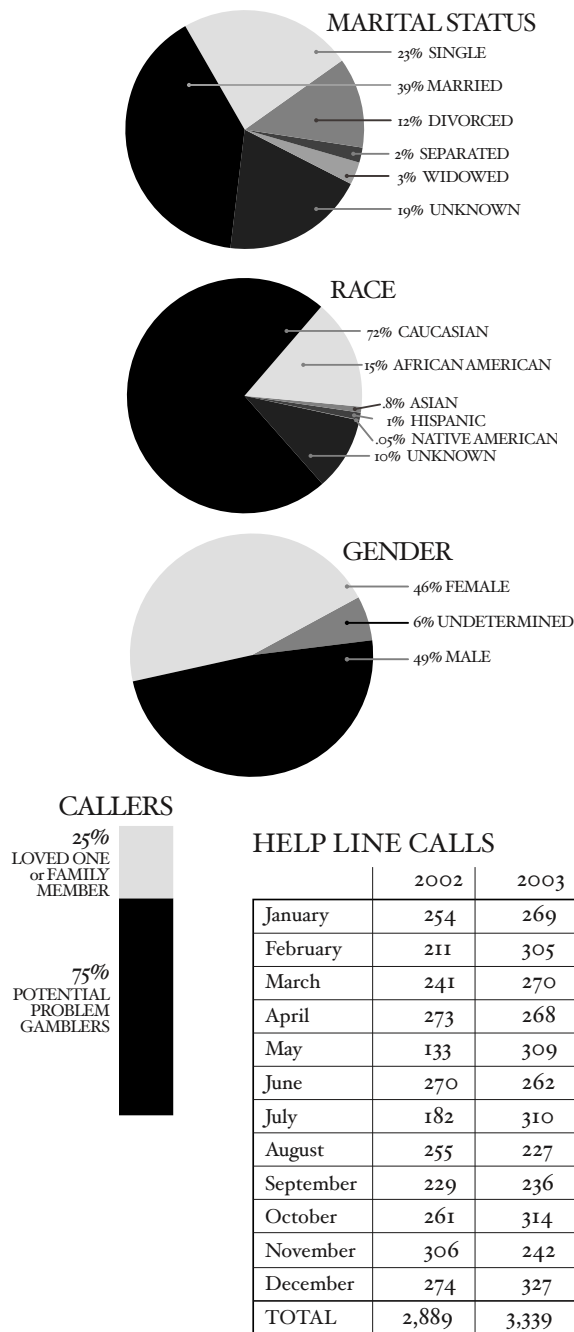
“You’ve called the right place, then. What kind of gambling do you do?”

“I play the slots – too much, I think. How does a person know?”

“Is it okay if I ask you some questions? It’ll help us figure it out.”

The preceding conversation was between a caller to the 1-888-BETSOFF help line and a certified compulsive gambling counselor (CCGC). Missouri’s problem gambling helpline, 888-BETS OFF

	Bets Off Help Line	Voluntary Exclusion	Free Treatment
1998	871	356	54
1999	1,034	596	113
2000	1,738	1,093	186
2001	2,846	1,403	335
2002	2,889	1,290	373
2003	3,339	1,367	344



(1-888-238-7633) is staffed by master's level counselors and social workers, who have been trained to help problem gamblers identify, address and resolve issues created by problem or pathological gambling.

Life Crisis Services help line is available to callers 24 hours a day, every day, to problem gamblers, their friends and families, who might be concerned that a problem exists.

"We work to convey acceptance of the problem gambler and the situation he or she is in," said Sue Self, LCSW, CCGC, director of Life Crisis Services. "It's important to us that all callers feel accepted and cared for by our staff. A person with a gambling problem is not inherently bad; he and she simply have a problem he or she needs to address."

In eight years of operation, help line counselors have assisted scores of people from Missouri and surrounding states. In 2003 alone, 888-BETS-OFF counselors fielded 3,339 calls to the help line.

Counselors ask questions such as: "Do you find yourself preoccupied with gambling?" "Have you needed to increase the amount of money that you gamble to get the same effect?" "Have you ever lied to anyone about gambling, as in how much you've spent, or even that you were gambling at all?" "Have you ever needed someone to bail you out of financial problems caused by gambling?"

The above questions and more are used by help line staff to help reveal the extent of the problem. All callers are given referrals to appropriate agencies and are assisted in developing a plan for getting help. Sometimes that plan includes talking with a counselor at one of the Missouri Department of Mental Health's contracted free-counseling agencies.

In addition, the statewide Voluntary Exclusion Program is explained to callers who gamble at casinos, as well as the other programs that are available, such as Gamblers Anonymous. Staff may also arrange for a follow-up call to further lend support and encouragement to the problem gambler or a family member who is concerned about ongoing problems or worried about the outcome.

Life Crisis Services has been operating the problem gambling help line with funding from the Missouri Riverboat Gaming Association since 1995. Life Crisis Services is a crisis intervention agency with more than 35 years of experience in helping callers with a wide range of problems. In recognition of the agency's excellence as a crisis intervention hot line, the American Association of Suicidology recently awarded its first five-year certification to Life Crisis Services, making it one of the nation's premier suicide intervention hot lines.

"This year we've worked on enhancing our services through technology," Self said. "We've improved our phone system and our computerized data collection, which will not only shorten our call response time, but also make it easier to collect and collate data."

## Determining a Missouri-specific problem gambling prevalence rate and hosting a regional four-state conference are in the works during 2004.

### CENTERS OF DISEASE CONTROL AND PREVENTION BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM SURVEY

The Missouri Department of Health and Senior Services has agreed to add three questions on gambling to the Behavioral Risk Factor Surveillance System (BRFSS) survey that began in January.

With assistance provided by the United States Centers for Disease Control and Prevention, the Missouri Department of Health and Senior Services conducts the BRFSS every year by randomly calling more than 4,200 Missouri residents during the year. The questions asked are related to health behaviors, screening, quality of life, mental health, impairment and access to health care and insurance.

The objective of the BRFSS gambling questions is to determine the state-specific prevalence of personal health behaviors. Data from the Missouri BRFSS, which is expected sometime during the summer of 2005, would be the starting point for sound scientific research of the scope of problem gambling in Missouri, according to Keith Spare, chairman of the Alliance.

From national studies, the anticipated prevalence rate for severe gambling problems should be between .5 to 1.5 percent. If the Missouri BRFSS survey results demonstrate a variance that is significantly different from the national studies, Missouri's regulators and policy makers would have a basis for further research and obtaining additional resources to address problem gambling in the state.

The data also is expected to provide additional information about problem gambling issues relative to demographics. The data should indicate if there are special problem sub-group populations that are outside the expected norms. This information, too, can be used to ensure problem gambling services and programs are available where needed.

Members of the Missouri Alliance to Curb Problem Gambling are sponsoring the addition of the problem gambling questions to the survey.

#### MIDWEST CONFERENCE ON PROBLEM GAMBLING AND SUBSTANCE ABUSE

The Midwest Conference on Problem Gambling and Substance Abuse is scheduled Aug. 11-13, 2004, in Kansas City. The conference is co-sponsored by the Alliance and is being organized by the Association of Problem Gambling Service Administrators and representatives from Missouri, Kansas, Nebraska and Iowa.

The three-day conference is expected to draw treatment providers, researchers, regulators and state departments from throughout the four-state area. Details concerning the conference are still being worked out, but information will be available soon on the Alliance's Web site [www.888BETSOFF.com](http://www.888BETSOFF.com).

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## Dan Smith, a St. Louis problem gambling counselor, was the first recipient of a statewide award for demonstrating superior achievement in addressing issues of problem and pathological gambling in Missouri.

Smith, a counselor with Missouri Valley ADP in St. Louis, received the Outstanding Contributor Award on Aug. 13 during the annual meeting of the Missouri Alliance to Curb Problem Gambling.

Smith received the award for his outstanding work in recruiting and retaining a large problem gambling client/case load. He is a writer, a speaker and one of the busiest compulsive gambling counselors in the state. He facilitates dual diagnosis programs and works in relapse prevention. Smith is a Missouri certified compulsive gambling counselor and a clinical supervisor for the National Council on Problem Gambling. He has provided problem-gambling training throughout the country and in Aruba.

"This award was created to provide much-deserved recognition for our many treatment providers and other individuals working hard to promote problem gambling treatment and issues in Missouri," said Keith Spare, chairman of the Alliance. "Dan handles one of the state's largest case-loads and exhibits a strong commitment toward his clients and problem gambling issues in Missouri. We are honored to have him as one of our treatment providers."

The Alliance will open up nominations for the 2004 award recipient in May 2004.



DAN SMITH

## Several individuals from Alliance member organizations received the Alliance's first Service Award

for their work on the production of the award-winning video and facilitator's guide, "Beat Addiction – Choose the Right Path." The awards were presented during the annual meeting of the Missouri Alliance to Curb Problem Gambling on Aug. 13 in Kansas City.

The Service Award was created to recognize extraordinary contributions to the Missouri Alliance to Curb Problem Gambling over the course of the past year by an individual or representative of a Missouri Alliance member organization.

Although more than 100 individuals were involved in the creation of this video and facilitator's guide, this core group of individuals were the primary organizers, creators and producers of the video program.

Individuals who received the Alliance Service Award were:

- Gary Gonder, the executive producer of the video and director of communications for the Missouri Lottery;
- Frank Finley, director of the video and producer for the Missouri Lottery;
- John Wells, assistant director for the video and assistant producer for the Missouri Lottery;
- Shelly Perez, producer of the video, co-writer of the facilitator's guide and the responsible gaming program coordinator for the Missouri Lottery;
- Kyle Heislen, writer and editor of the facilitator's guide and supervisor in Guidance and Placement for the Missouri Department of Elementary and Secondary Education; and
- Melissa Stephens, assistant producer of the video, co-writer of the facilitator's guide and problem gambling program coordinator for the Missouri Gaming Commission.



## "Addiction – The Game No One Wins," an in-school assembly program, marked its third season in the fall of 2003.

The interactive addiction awareness assembly for youth in grades 6-9 has proven to be a popular program in Missouri schools, according to program presenters Beebe Heil and Laura Morris of Second Chance Foundation.

"We've got a full schedule ahead of us," Heil said about the 2003/2004 school year. "Missouri schools are very eager to provide any kind of prevention education to their students, and they welcome the type of program provided through the Alliance."

The 45-minute assembly, sponsored by members of the Missouri Alliance to Curb Problem Gambling, presents facts about all addictions and the associated risk factors with an emphasis on gambling.

"We created this program, under the direction of the Alliance, to address all addictions, including gambling," Morris said. "There are a lot of programs in our schools that educate youth on the dangers of alcohol and drug abuse, but there is very little about other addictions, including gambling. This assembly addresses risk factors and good decision-making in an entertaining format."

Heil and Morris are co-founders of Second Chance Foundation, a non-profit organization that presents the program to schools throughout the state.

After each presentation, educators from each school are asked to provide a critical evaluation of the assembly and its message.

"The evaluations really help us to ensure that our message is on target," Heil said. "We always look forward to seeing what the educators have to say. This age group is a tough crowd, so it's always nice when teachers and counselors reinforce the effectiveness of our program."

An educator from Brashear Middle School in Kirksville stated, "It was great that the focus was on gambling, which is not often discussed or focused on. Students probably don't even realize it can be an addiction."





An educator from Parkway Central Middle School in Chesterfield, which hosted the program last year said, "The assembly was both educational and thought-provoking. With the varied activities and the interactive format, Beebe and Laura delivered a serious message in an entertaining fashion. The presentation served as a springboard for continued dialogue about the affects that drugs and gambling have on a family."

Another teacher, from Hazelwood West Middle School, wrote, "I think that it is safe to say that your program was certainly very effective. Anytime that the level of awareness is raised on such a crucial topic, as you are doing with your Second Chance Foundation programs, children and their families benefit. The entire program was also very age appropriate."

Goals of "Addiction – The Game No One Wins" include:

- To educate youth about the dangers and risk factors of addictions, including gambling;
- To raise awareness among educators and parents about the dangers of addictions, including gambling;
- To raise awareness of the help line phone numbers, including 1-888-BETSOFF, and the availability of free treatment.

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## Seven new members were welcomed into the Missouri Alliance ranks during 2003 as participating members.

Participating membership is free and open to individuals or organizations with an interest in helping to heighten public awareness of the dangers of problem gambling and promoting the availability of free treatment in Missouri.

New participating members in 2003 were: Provident Counseling, St. Louis; Certified Compulsive Gambling Counselor (CCGC) Stan Bier, Kansas City; Peter Gusman, CCGC, Kansas City; the Association of Charitable Games of Missouri; Arlene Miller, CCGC, St. Louis; Co-Occurring Distractions, Lee's Summit; and N-the-Wrightway Corporation, Kansas City.

Participating members also include: Life Crisis Services, St. Louis; Missouri Department of Elementary and Secondary Education; Linda Cotter of Washington University in St. Louis; Renee Cunningham-Williams of Washington University in St. Louis; Stan Landon, CCGC, Columbia; and Lia Nower, CCGC, St. Louis.

Participating members are informed of Alliance activities and events, invited to attend Alliance meetings and are encouraged to provide input to help the Alliance to further its goals.

The participating membership application can be found on the Alliance's Web site at [www.888BETSOFF.com](http://www.888BETSOFF.com) or by writing to MACPG at P.O. Box 104591, Jefferson City, Mo., 65110.



PROVIDENT COUNSELING WAS ONE OF SEVEN NEW PARTICIPATING MEMBERS TO JOIN THE ALLIANCE IN 2003.

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## If you need information about what type of problem gambling programs are in Missouri or elsewhere in the world, visit the Alliance's Web site at [www.888BETSOFF.com](http://www.888BETSOFF.com).

Since 1999, the Bets Off Web site has been helping to keep Missouri residents informed about problem gambling programs within the state and throughout the world.

The Web site includes links to such organizations as:

- National Council on Problem Gambling – This site includes links to Council programs throughout the country, general information about problem gambling and a complete listing of all nationally certified compulsive gambling counselors.
- Responsible Gambling Council of Ontario – This site includes: a rich source of international research, speeches, reports and news articles; a list of upcoming events throughout the world; problem gambling facts; frequently asked questions; and on-line assistance for finding information about specific problem gambling topics.

- National Center for Responsible Gaming (NCRG) – This site includes links to various health and mental health professional organizations; reports from national experts; and general information about research funded through the NCRG.

- Gamblers Anonymous – The site includes a history of the organization, as well as information about its recovery programs and Gam-Anon; the site also includes a listing, by state, of Gamblers Anonymous meeting dates, times and locations.

The Alliance Web site also includes interactive quizzes to help a visitor determine if he/she is a compulsive gambler or if he/she lives with a compulsive gambler.

Upcoming training events for treatment providers, as well as upcoming Alliance events, are also included on the site.

Detailed information about the various Alliance programs, including the award-winning youth video and assembly program, can also be found on the site.

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## The *Bets Off Bulletin*, a free quarterly publication, helps to keep subscribers informed about what was happening in Missouri.

The publication includes features about people who are working to increase problem gambling awareness through treatment and public service, along with lists of upcoming events and information about awareness campaigns and current programs.

The publication is free and is also available on the Alliance's Web site. Subscribers to the *Bulletin* receive e-mail notices when the newest publication is available. Notification details are found in this report on page 23.

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## The Missouri Riverboat Gaming Association (MRGA) believes education and awareness are key in promoting responsible gaming.

The Project 21 Scholarship Program helps raise awareness among underage individuals that it is illegal for persons under the age of 21 to gamble at Missouri casinos.

The Project 21 Scholarship Contest is open to all Missouri high school seniors. It is designed to allow students to creatively educate their peers on the ramifications of underage gambling. The articles, posters and videos that are submitted are required to be prominently displayed on the school campus, appear in school publications, or be viewed at a student body assembly.

MRGA awards six scholarships each year to those students whose entries demonstrate creativity, originality, style, educational value and journalistic content. The 2003 winners were:

- Megan Harris of Joplin won \$1,500 for her article, "Stopping the Harmful Influence of Underage Gambling," that appeared in The Joplin Globe as well as her school newspaper. She attends the University of Arkansas.

- Amanda & Sarah Kruse, twins from Huntsville, each won \$1,500 for their posters. They attend Brigham Young University-Idaho in Rexburg.

- Lindsey Banks of Cassville won \$500 for her video. Lindsey attends Missouri Southern State University in Joplin.

- Shane Denson of Washington won \$1,000 for his video. Shane is studying agricultural engineering at the University of Missouri.

- Gabe Dauer of Manchester won \$500 for his video entry. Gabe attends Southwest Missouri State University in Springfield.

While the casino industry has established stringent standards for enforcing underage gambling, MRGA recognizes that the most effective method to reach youth is through peer education. For more information about Project 21, visit [www.mrga.org](http://www.mrga.org).



## MEMBER ROLES

The City of Kansas City delegated local administrative oversight of casino gambling operations to the Port Authority of Kansas City. As part of their agreements to locate within the city, the casinos made (and with regard to one casino, continue to make) financial contributions to a Problem Gaming Fund that the Port Authority administers. This fund has been used for advertising, treatment efforts and to advance research and understanding of problem gaming.

In 2001 and 2002 the Port Authority promoted a community awareness campaign consisting of a series of billboard ads that addressed the problem of compulsive casino gambling. In 2003 the Port Authority finalized a partnership with the Greater Kansas City Community Foundation and the Missouri Gaming Commission to create a fund housed at the foundation that could be used for various problem gaming efforts. This fund was then used to support the two Requests' for Proposals issued by the Greater Kansas City Community Foundation. The results of this effort are detailed in a related article within this Annual Report.

The Port Authority looks forward to continued successes working to alleviate the effects of problem gaming.

### PORT AUTHORITY OF KANSAS CITY



[www.kcportauthority.org](http://www.kcportauthority.org)

The Missouri Riverboat Gaming Association (MRGA) funds 1-888-BETSOFF, a statewide telephone crisis line and referral service for problem gambling. The telephone line is managed by Life Crisis Services, a provider of quality intervention services with emphasis on caring support for callers and treatment referrals. 1-888-BETSOFF is answered by master's level clinicians who are also fully trained as compulsive gambling counselors. MRGA funding also supports continuing education programs for Life Crisis treatment counselors.

MRGA's responsible gaming programs were established in 1995. The Missouri gaming industry developed voluntary programs based on a survey of best practices within the industry and with the counsel of treatment professionals. The programs are funded by the gaming industry and have evolved over the past eight years. Casino senior management is committed to responsible gaming programs. The help-line phone number is included on all collateral materials- player's cards, advertising, brochures, signs, etc.

MRGA member firms have specific programs designed to address responsible gaming issues at their facilities. All Missouri riverboat casino companies have an employee designated as director of responsible gaming programs.

MRGA's Responsible Gaming Program is comprised of three components:

- Project 21, which addresses underage gambling ;
- Operation Bet Smart, which focuses on problem gambling; and
- Alcohol awareness programs to promote responsible consumption of alcohol.

The goals of these components are to create awareness inside the various casinos, involve employees in addressing the issues, create awareness outside the casino and in the communities and provide resources for those who need help. The goals are implemented by a committee of the MRGA board of directors that is comprised of representatives of each casino.

A variety of tools are used by MRGA members to create awareness of responsible gaming issues. 1-888-BETSOFF is displayed in strategic locations throughout the casinos on posters and in pamphlets produced by the Missouri Lottery.

All Missouri casinos display posters communicating key messages in high-traffic customer areas and employee back-of-house areas, casino entrances, ticket counters, cashier cages, cash access machines,

### MISSOURI RIVERBOAT GAMING ASSOCIATION



employee break rooms and time clocks. Additionally, responsible gaming messages are communicated on telephone hold messages, hotel television (in-house channel), video wall messaging and promotional messages.

Operation Bet Smart is the educational awareness program designed to formally train employees about compulsive gambling. Operation Bet Smart is the umbrella name for the programs that offer directional assistance to problem gamblers. It is this program that allows patrons to exclude themselves voluntarily from marketing materials, check cashing or an outright casino ban.

Making a smart bet in most games includes understanding the game. And, in any casino game, betting smart includes knowing your limit. The employee training program is designed to help frontline employees recognize the signs that researchers believe indicate someone may have a gambling problem. Gaming employees recognize that they are not social service counselors. Such awareness training is designed to place employees at a comfort level to understand the company's position on the issue of problem gambling and supplies them with valuable information that potentially helps others by providing direction to help from trained professionals.

All Missouri casinos participate in programs that allow guests to exclude themselves from obtaining cash via cash advance machines and/or personal checks. Casinos have developed programs that allow patrons the option to prohibit the gaming company from using identifying information for marketing purposes. These voluntary exclusion programs help patrons abide with their pre-set budget. Some patrons choose to exclude themselves from all Missouri casinos for life. (The Disassociated Person Program is described in the section of the Missouri Gaming Commission.) Other patrons choose to ban themselves from only a specific property. Additionally, all Missouri casinos have adopted a no-tolerance policy on unattended minors at the gaming facilities.

All casinos provide employees with informational training on responsible gaming subjects. Recognizing the importance of getting employees involved early, responsible gaming is part of orientation for all new hires. The training programs reach a wide range of responsible gaming issues, including how to identify the signs and symptoms of problem gambling, tips on spotting underage customers and ways to prevent intoxication in the serving of alcohol.

All casinos participate in initiatives to intervene with intoxicated guests. Each property participates in a designated driver program or arranges cab rides as needed. Several companies have extended their server-training program to valet parking employees. As a last step for patrons who refuse intervention, local police authorities are notified.

Unlike many other gaming jurisdictions, Missouri casinos do not serve complimentary alcoholic drinks on the casino floor. Furthermore, all alcoholic beverages must be purchased with cash, which results in a transaction that assists the server in assessing the sobriety of the guest. Missouri was one of the first gaming jurisdictions to impose a cash charge for alcohol in the gaming area.

MRGA encourages patrons to establish their own limits and provides direction to others by developing a set of personal guidelines to determine whether, when and how much to gamble. Personal guidelines should be developed with the following precepts in mind:

- The decision to gamble is a personal choice;
- Gambling is not essential for having a good time;
- What constitutes an acceptable loss needs to be established before starting to gamble; and
- There are times when people should not gamble.

MRGA is the trade association of the commercial gaming industry in Missouri. MRGA's casino membership is: Argosy Casino in Riverside, Casino Aztar in Caruthersville, Harrah's St. Louis in Maryland Heights, Harrah's North Kansas City, Mark Twain Casino in La Grange, Isle of Capri Casino Boonville, Isle of Capri Casino in Kansas City, President Casino on the Admiral in St. Louis, St. Jo Frontier Casino in St. Joseph, Ameristar Casino Kansas City and Ameristar Casino St. Charles.

Providing free treatment to compulsive gamblers and their family members is a primary responsibility of the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse (DADA). More than 300 individuals sought free treatment in 2003 through contracted providers throughout the state.

To date, DADA has certified 155 compulsive gambling counselors and has contracted 20 providers throughout Missouri. These contracted providers must employ a Missouri certified compulsive gambling counselor in order to provide the free treatment services. A comprehensive list of providers and their certified counselors can be found in this report, starting on page 19 and can be referenced on the Department of Mental Health's Web page at [www.dmh.mo.gov](http://www.dmh.mo.gov).

Candidates for counselor certification must successfully complete a DADA-approved 60-hour training program on problem gambling and its impact, assessment, effective treatment strategies and the importance of education and prevention. They must also be licensed as a professional counselor, clinical social worker, psychologist or psychiatrist in Missouri or as a certified Missouri substance abuse counselor. To remain certified, the Certified Compulsive Gambling Counselors (CCGCs) must meet specific renewal requirements for continuing education and maintain their other credential in good standing.

In 2003, the DADA offered five hours of advanced training specifically related to compulsive gambling. At its May Spring Training Institute, four distinct programs were offered: "Issues and Patterns of Women Gamblers," "Treatment of Women Gamblers," "Early Relapse Indicators in Compulsive Gambling" and "Staying in Recovery – the Challenge for Compulsive Gamblers."

In addition to its Spring Training offerings, the Division approved numerous regional and national trainings, as well as on-line courses:

- March 29, MACA Spring Conference, "Screening and Assessing the Relapsed Addiction Client" – three contact hours;
- June 19-21, 17<sup>th</sup> Annual National Council on Problem Gambling Conference, "Problem Gambling in 2003: Programs, Perspectives, Policies," Continuing Education Unit (CEU) amounts vary by session attendance;
- July 25, "Current Trends in Compulsive Gambling Treatment," six contact hours;
- Aug. 13, Responsible Gaming Education Month-Kansas City, Alcohol, Drugs and Gambling: A Look at Co-occurring Addictions," up to five hours;
- Aug. 14, Responsible Gaming Education Month-St. Louis, "Advanced Counselor Training," four contact hours;
- Aug. 21, Arlene C. Miller, "A Day of Practice – An Experiential Training with Special Emphasis on Developing Clinical Skills for Working with Gamblers and Family Members," seven contact hours;
- Sept. 6, Hyland Education and Training Center, "Spirituality: From Bankruptcy to Renewal," seven contact hours;
- Sept. 12, "Bipolar I, II, and III and OCD – The Effects of Compulsion on Addiction," three contact hours;
- Oct. 11, "Beyond the Illusion of Recovery," seven contact hours;
- Oct. 25, MACA Fall Conference, "Bipolar I, II, and III and OCD – The Effects of Compulsion on Addiction," three contact hours;
- On-line advanced training through North American Training Institute, seven contact hours each.

Funding for treatment is derived from a portion of the admission fees paid by the riverboat casinos to the state and then appropriated annually to DADA. This funding allows for the provision of free treatment. Reimbursement rates are preset, and providers are reimbursed through the program offices in Jefferson City. A primary reviewer, who is also a certified compulsive gambling counselor, conducts a clinical review process to preauthorize treatment services. To receive services, gambling

## MISSOURI DEPARTMENT OF MENTAL HEALTH DIVISION OF ALCOHOL AND DRUG ABUSE



[www.dmh.missouri.gov](http://www.dmh.missouri.gov)

clients must meet diagnostic criteria for pathological gambling and be Missouri residents.

During calendar year 2003, DADA provided free treatment to 323 compulsive gambling clients, including gamblers and family members of problem gamblers.

DADA also prepares annual budget estimates for program funding, reimburses outpatient providers for services rendered and monitors the quality and utilization of treatment services.

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## MISSOURI LOTTERY



A new public service announcement (PSA) campaign featuring celebrities highlighted the Lottery's contribution to the Alliance awareness efforts in 2003. The new PSA campaign is a part of the Missouri Lottery's continuing effort to help build awareness of problem gambling and the availability of free help among Missouri residents.

As a founding member of the Missouri Alliance to Curb Problem Gambling, the Missouri Lottery has expanded its awareness campaign each year since the Alliance began in 1997.

The new PSAs feature celebrities who provide information about problem gambling and where to find help.

Country music stars Wynonna Judd and Crystal Gayle were the first two celebrities to assist the Alliance in creating the new PSAs. Judd lent her voice to a radio PSA, and Gayle appears in a PSA for television. Both PSAs were disseminated to radio and television stations throughout the state.

Gary Gonder, director of communications for the Missouri Lottery and a representative of the Alliance, said the new celebrity PSA campaign has been successful in getting more air-time throughout the state due to the recognition of the celebrities, as well as the quality of the PSA.

Gonder said the older PSAs had a heavy emphasis on the help line. The new PSAs still emphasize the help line, but they also will help to educate listeners and TV viewers on some of the risk factors and warning signs of all addictions, including problem gambling.

Teamwork among Alliance members on various programs is common and the new PSA campaign is another example. The Missouri Riverboat Gaming Association members helped to find celebrities interested in participating in the PSA program. The Ameristar Casino-Kansas City assisted with contacting Judd, and Casino Aztar in Caruthersville helped to make contact with Gayle.

"The celebrity PSA program is on-going," Gonder said. "Problem gambling can impact all different age groups from all social and economic backgrounds, so our goal is to produce multiple PSAs that speak to different audiences."

Also in 2003, the Missouri Lottery, along with other members of the Alliance, continued to distribute the award-winning "Beat Addiction—Choose the Right Path" video kit to Missouri schools. The Lottery also is working to make minor alterations to the video for use in other states, as requested.

In addition to distribution of the video, for the third straight year the Lottery also financially supported the in-school assembly and classroom program, "Addiction – The Game No One Wins." The Lottery's responsible gaming coordinator serves as the program's coordinator for the Alliance.

The Missouri Lottery also continues to maintain and update the Alliance's Web site, which was created by the Lottery. The Web site at [www.888BETSOFF.com](http://www.888BETSOFF.com) provides Internet users with information on how to seek help for gambling problems, along with information about the Alliance and its activities, frequently-asked questions, resources and links to other problem gambling sites and organizations.

The Lottery's responsible gaming program also includes:

- Placing of permanent outdoor billboards in Kansas City and St. Louis that publicize the 1-888-BETSOFF help line number;

- Placing of stickers stating “Players must be 18 or older” are on all Lottery Numbers terminals and Instant Ticket Vending Machines at retail locations;
- Printing of “Players must be 18 or older” messages on the back of Numbers game tickets and Scratchers tickets;
- Promoting the 1-888-BETSOFF help line number through placement of posters and brochures in more than 5,000 retail locations;
- Reminding players must be 18 or older and “play responsibly” messages are included in all Lottery’s publications, including a player newsletter, a retailer publication and the Lottery’s fact book;
- Exhibiting and presenting at conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Creating and maintaining adequate supply of public awareness posters and brochures for Alliance members;
- Creating and producing informational videos for the Alliance;
- Training of Lottery employees and retailers in problem gambling sensitivity;
- Including a “Play Responsibly” message on all Lottery products and the Lottery’s Web site;
- Developing a Code of Ethics for Lottery advertising; and
- Continuing charter membership in the Missouri Council on Problem Gambling Concerns Inc. to further promote problem gambling education to anyone who gambles in Missouri.

[www.molottery.com](http://www.molottery.com)

More than 1,400 individuals initiated applications during 2003 for placement in Missouri’s voluntary exclusion program (also known as the “DAP program”). As 2003 came to a close, nearly 6,400 individuals were in the program.

The Missouri Gaming Commission created the voluntary exclusion program in 1996 in response to a citizen’s request to be banned from the excursion gambling boats because he found himself unable to control his gambling. This unique program was the first of its kind in the United States and provides problem gamblers with a method to acknowledge a gambling problem and take personal responsibility for it by agreeing to stop visiting riverboat casinos.

During development of the program, treatment professionals indicated it is essential for problem gamblers to both acknowledge they have a problem and to take personal responsibility for the problem if they are to achieve long-term recovery. The Commission revised the rule and initiated the program consistent with their advice.

Under the provisions of the program, the problem gambler accepts responsibility for staying out of Missouri excursion gambling boats, and agrees that it is not the responsibility of the boats or the Commission to prevent them from entering the gambling boat. The problem gambler also agrees that if he chooses to violate the program and is discovered, he will be arrested for trespassing. This trespass arrest both provides a tangible consequence to the behavior, as well as a pipeline for treatment since the Commission uses it as an opportunity to again provide the individual with information regarding counseling opportunities and other resources available.

Under this program, the Commission requires all licensees (excursion gambling boat operators) to:

- Remove persons in the program from their direct marketing lists;
- Deny membership in player programs and invalidate player’s club accounts;
- Deny check cashing privileges; and
- Consult the list of people in the program before paying out any jackpot of \$1,200 or more. Because an Internal Revenue Service W-2-G form is required for any jackpot of \$1,200

## MISSOURI GAMING COMMISSION



or above, the patron's Social Security number is required allowing the List of Disassociated Persons to be referenced.

In 2003, the Commission began development of a new database for the program that includes a number of enhancements to significantly increase the speed with which new applications are reviewed, approved and disseminated to the Missouri excursion gambling boat operators. The first phase of the new database was implemented mid-year; as a result, the Commission was able to reduce the average time between completion and approval of a new application for placement in the program by six days. Additionally, the records for approved applications are immediately available to the excursion gambling boats.



In addition to administering the voluntary exclusion program, the Commission expanded its participation at various education conferences in 2003 to promote underage gambling prevention.

The Commission's problem gaming program also includes:

- Assisting for problem gamblers and their families in locating treatment and other resources;
- Promoting the award-winning "Beat Addiction - Choose the Right Path" video kit (available free of charge to Missouri schools), as well as assembling the kits and helping distribute them through a variety of exhibits, speaking engagements, and direct requests;
- Providing funding for the in-school assembly and classroom program, "Addiction - The Game No One Wins;"
- Training Commission employees in problem gambling issues and enforcement procedures for the voluntary exclusion program;
- Providing informational exhibits and/or presentations at conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Developing and maintaining supply of collateral material for education and prevention efforts and assembling information on problem gambling resources throughout the state and continent;
- Reviewing pending legislation for potential impact on problem gambling issues; and
- Continuing membership in the National Council on Problem Gambling as well as a charter member of the Missouri Council on Problem Gambling Concerns Inc.

The provisions of the program officially called the List of Disassociated Persons can be found at 11 CSR 45-17, et. seq. This rule is also available on-line at: [www.sos.mo.gov/adrules/csr/current/11csr/11c45-17.pdf](http://www.sos.mo.gov/adrules/csr/current/11csr/11c45-17.pdf)

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## MISSOURI COUNCIL ON PROBLEM GAMBLING CONCERNS, INC.

Being an advocate for problem gamblers, their families and communities is the role of the Missouri Council on Problem Gambling Concerns Inc. (MCPGC). The Council actively campaigns for effective public health-based interventions for problem gamblers and treatment for compulsive gamblers and their families. Missouri has a safety net that includes services and resources that many states are not lucky enough to have available. While it is a system to be proud of, there is still a lot of work to be done.

The greatest need is to have an ongoing campaign of public education when gambling is a problem and the importance of treatment and Gambling Anonymous as interventions. An educated public knows when gambling has moved from a recreational activity to one that is having negative effects on the gambler, their family and their community. An educated public knows that compulsive gambling, like alcohol and drug addiction, has extreme negative and life-threatening consequences that can be avoided if the family and community know the danger signs. Just as there is problem drug use and alcohol abuse, when gambling is not affordable and is no longer fun, it ceases to be recreational and harmless.



During 2003, the Council promoted Missouri's participation in a National Problem Gambling Awareness Week. Missouri will be participating for the second time this year from March 8 – 12. This annual event gives us an opportunity to reach out and educate.

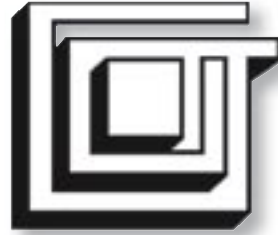
Participation in the National Council on Problem Gambling (NCPG) also continued in 2003. Missouri is a member in good standing of the National Council and the Affiliates Committee. Participation in the annual conference and the twice-yearly meetings of the Affiliates Committee and NCPG Board maintains Missouri's access to up-to-date strategies that address problem gambling. Participation in the National Council also helps establish cooperation between states and provides access to national problem gambling resources that support the Missouri Council's goals.

A good example of the cooperation is that during the past year, the Missouri Council joined with representatives from Kansas, Nebraska and Iowa to develop and implement a regional conference on problem gambling. Together we submitted a federal grant that has been favorably received. The conference, Midwest Conference on Problem Gambling and Substance Abuse, is scheduled for Aug. 11 – 13 in Kansas City and is explained elsewhere in this report.

The MCPGC was founded in 1995 and became an official member of the NCPG in 1996. MCPGC is a 501(c)(3) non-profit organization incorporated in the State of Missouri.

Founded in 1972, the NCPG is the oldest and largest organization dedicated to addressing the issues of problem and pathological gambling.

MCPGC's vision is "Missourians working to advocate a gaming-neutral response to problem gambling concerns." What this means is that our mission is not to take a stance for or against gambling; rather because there is legalized gambling in Missouri, we advocate for responsible prevention, education and treatment services for problem and compulsive gamblers.



[www.ncpgambling.org](http://www.ncpgambling.org)

## REFERENCES

The starred (\*) agencies have Department of Mental Health contracts to provide FREE compulsive gambling counseling services.

The other agencies may employ trained counselors but do not have state contracts for free services. Call them directly to inquire whether they provide counseling through private pay, sliding scale or third party reimbursement and whether they still employ a trained counselor.

## CITY DIRECTORY OF AGENCIES WITH CERTIFIED COMPULSIVE GAMBLING COUNSELORS

### MISSOURI PROVIDERS

#### AUXVASSE (Callaway County)

Mexico re Recovery Center  
1130 S. Elmwood Ave.  
Mexico, MO 65265  
(573) 581-8828  
Mark McDonald, CCGC

#### CLAYCOMO (Clay County)

Northland Industrial Rehabilitation Center  
429 N.E. 69 Highway  
Claycomo, MO 64119  
(816) 455-8777  
Roger Johnson, CCGC

#### CLINTON (Henry County)

\* Pathways Community Behavioral Healthcare, Inc.  
1800 Community Dr., P.O. Box 507  
Clinton, MO 64735  
(660) 885-8131  
Rolf Leed, CCGC

#### COLUMBIA (Boone County)

\* Phoenix Programs, Inc.  
409 Vandiver W.  
Building 7, Suite 101  
Columbia, MO 65202  
(573) 875-8880  
Penny Arafe, CCGC

#### DES PERES (St. Louis County)

\* Missouri Valley ADP  
St. Louis County Community Services  
11736 Manchester Road  
Des Peres, MO 63131  
(636) 441-9002, Ext. 202  
Daniel Smith, CCGC

#### EUREKA (St. Louis County)

Rockwood Counseling (Hearing & Deaf Services)  
300 W. 4th, Suite 1  
Eureka, MO 63025  
(636) 938-9192  
Joanne Amberg, CCGC

#### EXCELSIOR SPRINGS (Clay County)

Changing Lives Treatment Services  
205 Thompson Ave.  
Excelsior Springs, MO 64024  
(816) 630-5036  
Linda Campbell, CCGC

#### FARMINGTON (St. Francois County)

\* SEMO Community Treatment Center  
5536 Highway 32 E., P.O. Drawer 459  
Farmington, MO 63640-0459  
(573) 756-5479  
Clif Johnson, CCGC

#### FESTUS (Jefferson County)

\* Community Treatment, Inc. (COMTREA)  
227 Main St.  
Festus, MO 63028  
(636) 931-2700, Ext. 123  
Michael Wilfong, CCGC

HANNIBAL (Marion County)  
 \* Hannibal Council On Alcohol And Drug Abuse  
 146 Communications Dr.  
 Hannibal, MO 63401  
 (573) 248-1196  
 Carl Childers, CCGC

HAYTI (Pemiscot County)  
 \* Family Counseling Center, Inc.  
 N. Highway J, P.O. Box 441  
 Hayti, MO 63851  
 (573) 359-2600  
 Glenda Edwards, CCGC

INDEPENDENCE (Jackson County)  
 \* Comprehensive Mental Health Services/ Renaissance West  
 10901 Winner Road  
 Independence, MO 64052  
 (816) 254-7755, Ext. 268  
 Gerry King, CCGC

JEFFERSON CITY (Cole County)  
 St. Mary's Mental Health Services  
 3702 Truman Blvd., Suite 115  
 Jefferson City, MO 65109  
 (573) 634-5303  
 Donald Cline, CCGC

JOPLIN (Jasper County)  
 Tri Star Counseling, Inc.  
 2727 E. 32<sup>nd</sup> St., Suite 9  
 Joplin, MO 64804  
 (417) 781-2868  
 Michael Londe, CCGC

KANSAS CITY, MO  
 (Jackson County) and Metropolitan Area  
 \* Comprehensive Mental Health Services/ Renaissance West  
 10901 Winner Road  
 Independence, MO 64052  
 (816) 254-7755, Ext. 268  
 Gerry King, CCGC

\* Recovery Center  
 501 S. Douglas, Suite F  
 Lees Summit, MO 64063  
 (816) 525-8833  
 Kay King, CCGC

\* Rediscover Substance Abuse and Mental Health Services  
 North Star Progra  
 2940 Baltimore  
 Kansas City, MO 64108  
 (816) 931-6500  
 Ginny McKinney, CCGC      Wanda Johnson, CCGC

\* Rodgers South  
 2701 E. 31st St.  
 Kansas City, MO 64128  
 (816) 861-7070  
 Teresa Kahle, CCGC      Keith Spare, CCGC

\* Tri-County Mental Health  
 3100 N.E. 83rd St., Suite 1  
 Kansas City, MO 64119  
 (816) 468-0400  
 Stephen Daily, CCGC      Loretta Jasper, CCGC  
 Kay King, CCGC      Larry Lauvetz, CCGC  
 Debra Neal, CCGC      Tom Reardon, CCGC

Addiction Recovery and Problem Gambling  
 7611 State Line, Suite 319  
 Kansas City, MO 64114  
 (816) 805-0732  
 (or) 4401 N.E. Vivion Road, Suite 203  
 Kansas City, MO 64118  
 (816) 805-0732

Debra Neal, CCGC  
 Bratt, Avery, Ph.D  
 9237 Ward Parkway, Suite 105  
 Kansas City, MO 64114  
 (816) 523-2200

Bier, Biel, Megerman  
 8080 Ward Parkway  
 Kansas City, MO 64114  
 (816) 361-7400  
 Stan Bier, CCGC

Counseling Associates Network  
 1734 E. 63rd St., Suite 446  
 Kansas City, MO 64110  
 (816) 523-6990  
 Andrea Woodward, CCGC

Daily, Stephen A. (CCGC)  
 2103 Swift, 2nd Floor  
 N. Kansas City, MO 64116  
 (816) 805-4713

Employee Health Services  
 429 N.E. 69 Highway  
 Claycomo, MO 64119  
 (816) 455-2224  
 Rogert Johnson, CCGC

The K.C. Group, Inc.  
 301 E. Armour Blvd., Suite 203  
 Kansas City, MO 64111-1252  
 (816) 931-5626  
 James E. Carr, CCGC

Lambda Counseling  
 5128 Brookside  
 Kansas City, MO 64112  
 (816) 531-7133  
 Keith Spare, CCGC

Saint Luke's Shawnee Mission Health System - EAP  
 2 Emanuel Cleaver II Blvd., Suite 110  
 Kansas City, MO 64112  
 (816) 880-2720  
 Mark Rembecki, CCGC

Swope Parkway Health Center  
 3801 Blue Parkway  
 Kansas City, MO 64130  
 (816) 922-7645  
 Barbara A. Bivens, CCGC  
 Jeffrey Gosney, CCGC

Truman Medical Center Lakewood  
 7900 Lee's Summit Road  
 Kansas City, MO 64139  
 (816) 373-4415, Ext. 4019  
 Robert Kretchmer, CCGC

KENNETT (Dunklin County)  
 \*Family Counseling Center, Inc.  
 925 Highway VV, P.O. Box 71  
 Kennett, MO 63857  
 (573) 888-5925  
 Myra Callahan, CCGC

KIRKWOOD (St. Louis County)  
 \*Nower, Lia (CCGC)  
 505 Couch Avenue, Suite 350  
 Kirkwood, MO 63122  
 (800) 313-3092

LEE'S SUMMIT (Jackson County)  
 \* Recovery Center  
 501 S. Douglas, Suite F  
 Lee's Summit, MO 64063  
 (816) 525-8833  
 Kay King, CCGC

MEXICO (Audrain County)

Mexico Area Recovery Center  
1130 E. Elmwood Ave.  
Mexico, MO 65265  
(573) 581-8828  
Mark McDonald, CCGC

SALEM (Dent County)

\*SEMO Community Treatment Center  
Salem Treatment Center  
203 North Grand, P.O. Box 429  
Salem, MO 65560  
(573) 729-4103  
Ben Shriver, CCGC

SPRINGFIELD (Greene County)

\*Sigma House of Springfield, Inc.  
800 South Park Ave.  
Springfield, MO 65802  
(417) 862-3339

ST. CHARLES (St. Charles County)

\*Bridgeway Counseling Service, Inc.  
1601 Old South River Road  
St. Charles, MO 63303  
(636) 949-9940  
Richard Cox, CCGC      Stacy Glenn, CCGC

Lewis, Kate (CCGC)  
1600 Heritage Landing, Suite 112 D  
St. Charles, MO 63303  
(636) 441-3328

Smith, Mark (CCGC)  
1360 S. Fifth Street, Suite 348  
St. Charles, MO 63301  
(636) 430-3650

ST. JOSEPH (Buchanan County)

\*Family Guidance Center  
901 Felix St.  
St. Joseph, MO 64501  
(816) 236-2359 or (816) 364-1862

Heartland Health System, MH Unit  
801 Faraon  
St. Joseph, MO 64501  
(816) 271-1062  
Jack Buchan, CCGC

ST. LOUIS CITY, COUNTY  
and Metropolitan Area

\*Catholic Family Counseling  
#20 Archbishop May Dr.  
St. Louis, MO 63119  
(314) 792-7043 or 792-7030  
Stephanie Afshari, CCGC  
Sue Cobb, CCGC  
Jerry Marks, CCGC

Leon Anderson, CCGC  
Mary Anne Iorio, CCGC  
Catherine Tansey, CCGC

\*Missouri Valley ADP  
1125 Cave Springs Estates, Suite F  
St. Peters, MO 63376  
(636) 441-9002, Ext. 202  
(or)

11736 Manchester Road  
Des Peres, MO 63131  
(636) 441-9002, Ext. 202  
(or)

4456 South Lindbergh  
St. Louis, MO 63127  
(636) 441-9002, Ext. 202  
(or)

11884 Gravois  
Sappington, MO 63126  
(636) 441-9002, Ext. 202  
Daniel Smith, CCGC

\*New Beginnings  
3901 North Union Blvd., Suite 101  
St. Louis, MO 63115-1130  
(314) 367-8989  
Hazel Currie, CCGC

\*Nower, Lia (CCGC)  
505 Couch Avenue, Suite 350  
Kirkwood, MO 63122  
(800) 313-3092

\*Preferred Family Healthcare, Inc.  
282 De Baliviere Place  
St. Louis, MO 63112  
(314) 361-1630  
Bobbie J. Brown, CCGC

\*Provident Counseling  
7435 Watson, Suite 121  
St. Louis, MO 63119  
(314) 968-2870  
Larry Gale, CCGC  
Kay Morrison, CCGC      Steve Reimann, CCGC

BJC Behavioral Health Service  
St. Louis Division  
1430 Olive, 5<sup>th</sup> Floor  
St. Louis, MO 63103  
(314) 206-3749  
Thomas Gonzales, CCGC

Hall, Susan M. (CCGC)  
939 Gardenview Office Parkway  
Creve Coeur, MO 63141  
(314) 994-9988

Lewis, Kate (CCGC)  
1600 Heritage Landing, Suite 112 D  
St. Charles, MO 63303  
(636) 441-3328

McGowan, MA  
717 Union Blvd.  
St. Louis, MO 63123  
(314) 638-9011  
Glenn McGowan, CCGC

Miller, A. C. Counseling  
9717 Landmark Parkway Dr., Suite 110  
St. Louis, MO 63127  
(314) 842-0006  
Arlene C. Miller, CCGC

Mid County Physicians, Inc.  
Suite 350, 505 Couch Ave.  
Kirkwood, MO 63122  
(314) 909-0211  
Terri Rodriguez Ohlms, CCGC

Rockwood Counseling (Hearing & Deaf Services)  
300 W. 4th, Suite 1  
Eureka, MO 63025  
(636) 938-9192  
Joanne Amberg, CCGC

Smith, Mark, LCSW  
6260 S. Lindbergh, Suite 103  
St. Louis, MO 63123  
(314) 845-9500

West End Clinic  
5736 West Florissant  
St. Louis, MO 63120  
(314) 381-0560 or (314) 367-5820  
Pamela Byes, CCGC

ST. PETERS (St. Charles County)

\*Missouri Valley ADP  
St. Louis County Community Services  
1125 Cave Springs Estates, Suite F  
St. Peters, MO 63376  
(636) 441-9002  
Daniel Smith, CCGC

TROY (Lincoln County)

\*Bridgeway Counseling Service Inc.  
1011 E. Cherry St.  
Troy, MO 63379  
(636) 462-2614  
Charles Bartlett, CCGC

WINDSOR (Henry County)

Royal Oaks Hospital  
307 N. Main  
Windsor, MO 65360  
(660) 647-2182  
Larry D. Merchant, CCGC

KANSAS PROVIDERS

KANSAS CITY, KS (Wyandotte County)

Deaf Hope, Inc. (Hearing & Deaf Services)  
P.O. Box 171981  
Kansas City, KS 66117-0981  
(913) 621-4673  
Donald Roadak, CCGC

MISSION, KS (Johnson County)

Catholic Community Services  
10200 W. 75th St., Suite 270  
Shawnee Mission, KS 66204-2263  
(913) 262-1160  
Mary Vorsten, CCGC

Jasper Counseling Services  
PMB 175, 5427 Johnson Dr.  
Mission, KS 66205  
(816) 645-5222  
Loretta Jasper, CCGC

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MISSOURI ALLIANCE TO CURB PROBLEM GAMBLING

P.O. Box 104591  
Jefferson City, MO 65110  
www.888BETSOFF.com  
Keith Spare, chairman  
Linda Ward, vice chairman

ALLIANCE MEMBER  
REPRESENTATIVES  
AND CONTACTS

MISSOURI COUNCIL ON PROBLEM GAMBLING  
CONCERNS INC.

5128 Brookside Blvd.  
Kansas City, MO., 64112-2736  
Keith Spare, director  
Phone: (816) 889-4662  
Fax: (816) 861-5087  
E-mail: kspare@samuel-rogers.org

MISSOURI DEPARTMENT OF MENTAL HEALTH

1706 E. Elm, P.O. Box 687  
Jefferson City, MO., 65102  
Dewey Price, central district administrator for ADA  
Phone: (573) 751-5101  
Fax: (573) 751-9296  
E-mail: Dewey.Price@dmh.mo.gov  
Jeanne Galliher, program specialist  
Phone: (573) 751-8104  
Fax: (573) 751-9296  
E-mail: Jeanne.Galliher@dmh.mo.gov  
Melissa Knipp, program specialist  
Phone: (573) 751-8072  
Fax: (573) 751-9296  
E-mail: Melissa.Knipp@dmh.mo.gov

#### MISSOURI GAMING COMMISSION

3417 Knipp Dr., P.O. Box 1847  
Jefferson City, MO., 65109

Kevin Mullally, executive director

Phone: (573) 526-4080

Fax: (573) 526-1999

E-mail: kmullally@mgc.dps.mo.gov

Melissa Stephens, problem gambling  
program administrator

Phone: (573) 522-1373

Fax: (573) 526-1999

E-mail: mstephens@mgc.dps.mo.gov

Annette Turner, problem gambling program assistant

Phone: (573) 526-4089

Fax: (573) 526-1999

E-mail: aturner@mgc.dps.mo.gov

#### MISSOURI LOTTERY

1823 Southridge Dr., P.O. Box 1603  
Jefferson City, MO., 65102

Gary Gonder, director of communications

Phone: (573) 751-4050

Fax: (573) 751-5215

E-mail: gondeg@molottery.com

Shelly Perez, responsible gaming program coordinator

Phone: (573) 526-7467

Fax: (573) 751-5215

E-mail: perezs@molottery.com

#### MISSOURI RIVERBOAT GAMING ASSOCIATION

6609 Clayton Road, Suite 2 W.

St. Louis, MO., 63117

Mike Ryan, executive director

Phone: (314) 721-7704

Fax: (314) 721-1717

E-mail: mrga@swbell.net

Keith Moss, chairman

MRGA Responsible Gaming Committee

Security Manager

Harrah's North Kansas City

One Riverboat Dr. N. Kansas City, Mo., 64116

Phone: (816) 889-7170

Fax: (816) 855-4247

E-mail: kmoss@nkc.harrahs.com

#### PORT AUTHORITY OF KANSAS CITY

10 Petticoat Lane #250

Kansas City, MO., 64106

Tim Collin, redevelopment planner

Phone: (816) 691-0212

Fax: (816) 221-0189

E-mail: tcolon@edckc.com

Linda Ward, Port Authority commissioner

4307 N. Holly Ct.

Kansas City, MO., 64416

Phone: (816) 746-8818

Fax: (816) 221-0189

E-mail: lward2@kc.rr.com

Missouri Alliance to Curb Problem Gambling

[www.888betsoff.com](http://www.888betsoff.com)

Missouri Department of Mental Health

[www.dmh.missouri.gov](http://www.dmh.missouri.gov)

Missouri Gaming Commission

[www.mgc.state.mo.us](http://www.mgc.state.mo.us)

Missouri Riverboat Gaming Association

[www.mrga.org](http://www.mrga.org)

National Council on Problem Gambling

[www.ncpgambling.org](http://www.ncpgambling.org)

National Institute of Mental Health

[www.nimh.nih.gov](http://www.nimh.nih.gov)

Port Authority of Kansas City

[www.kcportauthority.org](http://www.kcportauthority.org)

Institute for Research on Pathological Gambling  
and Related Disorders

[www.hms.harvard.edu/doi](http://www.hms.harvard.edu/doi)

International Center for Youth Gambling Problems  
and High-Risk Behaviors

[www.education.mcgill.ca/gambling](http://www.education.mcgill.ca/gambling)

The Wager (Weekly Addiction Gambling Education Report)

[www.thewager.org](http://www.thewager.org)

Gamblers Anonymous

[www.gamblersanonymous.org](http://www.gamblersanonymous.org)

Gam-Anon

[www.gam-anon.org](http://www.gam-anon.org)

Institute for Problem Gambling

[www.gamblingproblem.net](http://www.gamblingproblem.net)

Responsible Gambling Council (Ontario)

[www.responsiblegambling.org](http://www.responsiblegambling.org)

Women Helping Women Recovery Newsletters

[www.femalegamblers.org](http://www.femalegamblers.org)

National Center for Responsible Gaming

[www.ncrg.org](http://www.ncrg.org)

National Senior Problem Gambling Task Force

[www.seniorproblemgambling.org](http://www.seniorproblemgambling.org)

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Direct requests for *Betsoff Bulletin* publication

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Shelly Perez at [perez@molottery.com](mailto:perez@molottery.com)

or call (573) 526-7467)



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